



QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

OCTOBER 1 – DECEMBER 31, 2014

The following issues were identified as significant and addressed by WMTV in order to serve the community and act in the public interest as set forth by the Federal Communications Commission:

- 1. Educational Issues** – including education standards, school safety, alternative schools, as well as informative programming.
- 2. Family Issues** – including building stronger families, family values, domestic violence, racism, and alternative lifestyles.
- 3. Health and Fitness** – including exercise, dieting, disease prevention and new treatment options.
- 4. Local Economy / Financial Issues** – including business development, community infrastructure, and personal finances.
- 5. Consumer Information** – including information on new products and consumer alerts on existing products.
- 6. Environmental Issues** – including information on global warming, energy conservation, recycling, and specie preservation.
- 7. Politics** – including information on state and local news, international news, and homeland security.

**DESCRIPTION OF PROGRAMS PROVIDING MOST
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

<u>PROGRAM</u>	<u>DAYS</u>	<u>TIMES</u>
The Morning Show	Monday-Friday	4:30-7:00am
The Morning Show Weekend	Saturday	5:00-7:00am
The Morning Show Weekend	Sunday	6:00-9:00am
15 News at 11am	Monday-Friday	11:00-11:30am
15 News at 4pm	Monday-Friday	4:00-4:430pm
15 News At 5	Monday-Friday	5:00-5:30pm
15 News At 6	Monday-Saturday	6:00-6:30pm
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	Saturday-Sunday	10-10:30pm

All of the above programs are locally produced news programs presenting a mix of news, weather, sports, and issue-related feature stories. Issue-responsive program segments are usually two to four minutes in duration, unless otherwise indicated.

Early Today Monday-Friday, 4-4:30am

This business news and consumer show gives viewers breaking business news and stock market action from the domestic and foreign exchanges.

Today Monday-Friday, 7:00-11:00am

This three-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment, and sports. NBC 15 provides local five-minute news cut-ins at 7:25am, 7:55am, 8:25am, 8:55am, 9:25am and 9:55am.

Weekend Editions of Today Saturday, 7:00-9:00am & Sunday, 9:00-10:00am

Both weekend broadcasts continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human-interest stories, covering topics related to health and finance, and presenting the latest sports and weather information.

NBC Nightly News Monday-Friday, 5:30-6:00pm

“NBC Nightly News With Brian Williams” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today. Each Friday the “Making A Difference” segment profiles men and women who have helped improve the human condition.

NBC Nightly News – Weekend Saturday & Sunday, 5:30-6:00pm

The weekend editions of “NBC Nightly News” provide complete and timely reports on national and international events that take place on Saturday and Sunday.

Dateline NBC Friday night, various times/lengths

This network program has pioneered a unique approach to prime-time news programming, with its multiple-nights-per-week franchise. With this schedule, the one-hour newsmagazine enables NBC News to present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

Meet The Press Sunday, 10:00-11:00am

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast.

First Business Monday-Friday, 3:30-4am

This half-hour program looks at the business day ahead with up-to-the-minute news from Washington, Wall Street and around the world, plus business travel advisories, commodities market reports and sports highlights. Feature reports offer news viewers can use all day: overseas market reports, the business agenda on Capitol Hill, investment opportunities, how-to start or run a small business, new products and services plus entrepreneurial success stories.

I. EDUCATION

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

10/1 – AM: Grief counselors are on hand at Lodi Middle School after a student died in an accidental gunshot incident.

10/2 – 5pm: UW Madison is changing the way they're addressing sexual assaults. They're trying to get men more involved in the conversation.

10/6 – AM: High schools may do more than offer teens an education. A new study suggests they may also be a good source for health care services.

10/9 – 4pm: A local teacher has been named Wisconsin's teacher of the year.

10/13 Wisconsin taxpayers paid about \$139 million to private schools that ended up being barred from the state's voucher system.

10/14 – 6pm: Rural schools are having problems providing equal education opportunities to its students

10/16 – 11am: The state will provide nearly 4.5 billion dollars in general aid to schools for the 2014-2015 school year. That's an increase of about 2%.

10/23 – AM: The Obama administration is expanding access to student loans to more American parents with poor credit histories.

11/3 – 11am: Two Mt. Horeb High School students are expected to be charged with selling prescription drugs.

11/10 – 4pm: State aid to Wisconsin public schools: State Superintendent Tony Evers is asking for an increase of \$613 million dollars over the next two years

11/24 – AM: A UW Eau Claire student receives a national scholarship. He is among 23 US men and women who have been named Rhodes Scholars.

12/2 – 5pm: Former Wisconsin Governor Jim Doyle will teach a course on state policy at UW Madison next spring.

12/29 – 10pm: Sit-down with Governor Walker. Among the many topics he discussed -- vouchers and common core.

12/30 – AM: – iPads and tablets are being utilized as a virtual simulator to teach students at the UW. A group of professors have collaborated on a new software program.

12/31 – 4pm: GED graduations in Wisconsin are down substantially due to a new testing and higher fees.

Today and Weekend Today (Segments vary but are usually 5-7 minutes in length)

Today's Parenting segments air each week with experts offering advice on a wide variety of subjects including safety tips, nutrition, behavior modification, etc.

First Business (Segments vary but are usually 5-7 minutes in length)

11/19 – Financial expert says the holidays is the best time to open up the money discussion with your children.

II. HUMAN RELATIONS / FAMILY

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

10/6 – 11am: The US Supreme Court has decided not to hear the same sex marriage cases, making same sex marriage once again legal in Wisconsin.

10/7 – AM: Children with Autism Spectrum Disorder are not diagnosed until they are three or four years old. But new research shows early detection and intervention could be key to the treatment of the disorder.

10/13 – 4pm: A new dog park exercise area officially opened in Madison today. It's located at 202 N Westfield Rd.

10/18 – 5pm: A group puts on a special prom for a group of special needs individuals.

NBC 15 News (continued)

10/26 – 5pm: The community of Middleton held its annual "Trunk or Treat" event today – a safe alternative to traditional trick-or-treating.

11/3 – 5pm: The decision of an Oregon woman to end her life has sparked a national conversation about end-of-life issues.

11/15 – 6pm: Local organization has a new all-terrain access vehicle to allow those with physical handicaps to have no limitations when outdoors.

12/2 – 6pm: A vigil was held in memory of 4 Domestic Violence victims who died 5 years ago. The vigil also increases awareness for those in need to get out of domestic violence relationships.

12/11 – AM: One local middle schooler is going above and beyond this season to give to those in need. For the last three years, 11-year old Libby Porter has rounded up donations for kids in need.

12/17 – 4pm: Santa visits Madison hospital. Santa stopped by the American Family Children's Hospital today. It was made possible from local firefighters. Union Local 311 also provided gifts for kids at the hospital.

12/20 – AM: A group known as "Kids in Need" have raised money to give young students across the country school supplies that they otherwise couldn't afford.

12/21 – AM: Two children are in critical condition in Milwaukee after being saved by firefighters in a house fire. Two other children and one adult were also injured.

12/22 – 4pm: Civility news conference. Madison Mayor Paul Soglin held a press conference today along with Madison police stressing the importance of civility and compassion regarding police. This follows today's decision not to charge a Milwaukee officer who shot and killed an unarmed black man in April.

12/25 – 6pm: One local taxi driver from Janesville is doing his part to share the Christmas spirit by giving free rides.

12/27 – 6pm: We spoke to a family who is finding ways to cope and deal with Alzheimer's disease over this holiday.

12/30 – 4pm: Story of a Madison girl raising over \$1,000 for the area homeless by providing gloves, hats, Chapstick and tissues.

12/31 – AM: A hospital in Baraboo is restricting visitors because of a flu outbreak. According to St. Clare hospital, the Baraboo, Wisconsin Dells and Lake Delton area are all experiencing higher flu rates.

NBC Nightly News

Making A Difference On the Homefront, an extension of NBC Nightly News, is an effort to shine a light on veterans, military families and the issues affecting them across the country. In particular, these segments will attempt to assist military veterans find employment.

Today and Weekend Today (Segments vary but are usually 5-7 minutes in length)

- Each week this program features "Forever Young" segments with experts discussing various subjects of special interest to those viewers over 50 years of age.

Songs Of The Season – 12/24 10-11pm, 12/25 11-12pm, 12/27 8-9pm

Area high school bands and choruses perform songs of the holiday season.

III. HEALTH AND FITNESS**NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

A fitness segment appears in the 5pm newscast every Friday, which we call "Fitness Friday."

A fitness segment also appeared in the 11am newscast every Monday.

10/2 – 11am: Four people have died after from Enterovirus D68. Five people currently have it in Wisconsin.

10/3 – 10pm: Dane County confirms 5 cases of Enterovirus.

10/8 – 4pm: First US Ebola patient dies.

NBC 15 News (continued)

10/17 – 5pm: Healthcare officials across the U.S. are scrambling to treat the two patients with Ebola and stop others from contracting it.

10/22 – 5pm: 20 people in Wisconsin have been hospitalized for the flu in 3 weeks. Usually at this time of year there are only one or two.

10/27 – 4pm: Millions who have avoided colon cancer screenings can get a new home test that's non-invasive. It's called "Cologuard" and it's made by Madison based exact sciences and will be available today.

10/27 – 5pm: An ingredient in chocolate could help reverse aging-related memory loss.

10/30 AM: University of Wisconsin-Milwaukee is leading a new study on whether music can help dementia patients.

11/6 – 11am: A new study finds minimally invasive cosmetic procedures like Botox cause very few adverse effects. Data from more than 20,000 procedures showed less than 1% resulted in unpleasant side effects.

11/11 – 4pm: New research suggests offering support to quit smoking during a hospital stay helps immensely. These programs are standard in hospital care in England.

11/13 – 4pm: UW expert shows how to prepare for Thanksgiving without overdoing it.

11/18 – 5pm: Research shows the drugs Zetia and Vytorin lower the risk of heart attack in people at very high risk for such problems.

11/20 – 4pm: Texting and spine health. Spinal models show tilting your head while texting can add pressure to muscles in the neck, leading to wear on the spine.

12/3 – 11am: Nearly 8% of teens and adults suffer from depression in America.

12/9 – 6pm: Less than one in five adults smokes in Wisconsin. The Wisconsin Department of Health Services reported that the adult smoking rate was 18 percent in 2013. That is a 2% drop from 2012.

12/10 – 4pm: A new study finds a third of U.S. adults say they're obese, and nearly a quarter say they have not exercised in the past month. It also found cardiovascular and cancer deaths are down. Hawaii was named the healthiest state, Mississippi is the unhealthiest.

12/14 – AM: High school sleep. Less than 10% of American adolescents get at least the recommended 9 hours of sleep per night.

12/19 – 6pm: - A local man is able to breathe on his own again after being paralyzed, all thanks to medical technology.

12/22 – 11am: A hairstylist in Colorado is providing services to seniors with dementia to boost their confidence and make them feel beautiful.

12/24 – AM: A "wearable" blood pressure monitor may become the new standard for diagnosing hypertension. A government task force is recommending its use.

12/26 – AM: New research suggests weight training is better than aerobic exercise when it comes to losing belly fat.

12/27 – AM: The FDA has approved a new drug to treat obesity.

12/29 – 4pm: Tips on how to reach health goals as many set them for their New Year's resolutions heading into 2015.

12/29 – 5pm: New research shows alcohol affects the brain's natural wake and sleep cycles.

12/30 – 5pm: The National Sleep Foundation surveyed more than 1200 people about their sleep habits, and it seems we are a nation of tired people! 45% said poor sleep affected their daily activities at least once in the past seven days.

12/31 – 11am: Study on calories on menus dispels the myth that people don't read them, because a new poll shows a majority of Americans want the information available.

First Business (Segments vary but are usually 5-7 minutes in length)

11/4 – CEO of Your Obamacare Advisors explains what is different for the next round of open enrollment for health insurance.

11/12 – Expert explains why employers are scrambling to meet new Affordable Care Act restrictions for 2015.

IV. LOCAL ECONOMY / FINANCE

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

10/2 – 6:00pm: One of the biggest construction projects is winding down. When can people expect to see a finish for this phase before winter.

10/15 – 5pm: The state budget ended with a \$517M surplus.

10/17 – AM: A founding member of the Eagles rock band is suing a Wisconsin clothing manufacturer over an ad he claims is a copyright violation.

10/18 – 6pm: Local technicians are going out into the community to prep furnaces before winter and what you can do to make sure you stay warm.

10/31 – 5pm: A federal report says the number of homeless people has declined slightly in Wisconsin.

11/2 – 10pm: - Story about the success that Middleton's volunteer fire department has with retaining its firefighters despite tight budgets and volunteer fire departments disappearing across the country.

11/10 – AM: Seasonal hiring for retailers is expected to reach its highest level in years.

11/14 – 5pm: Oshkosh Corp is building a 100 million dollar manufacturing plant in Mexico, after it cut hundreds of jobs here.

11/17 – 6pm: The WIDOT wants to increase fees and taxes for the upcoming budget on gas, vehicle registrations and hybrid/electric cars.

11/20 – 5pm: Madison's Water Utility Board wants to change its rate structure where base charges would increase by about 2.60 a month.

11/26 – 5pm: The state has approved base rate increases for Madison Gas and Electric. Fixed monthly rates are expected to rise from \$10.44 to \$19.

12/1 – AM: The holiday shopping season moves online for Cyber Monday. Local retailers are offering "Cyber Monday" deals all week.

12/4 – 11am: The recent announcement of a \$585 billion defense bill to counter Isis militants in Iraq means good news for a Wisconsin-based naval construction company. The agreement includes funding for three combat ships instead of two.

12/11 – 4pm: UW underage tickets – more students are paying fines, due to increased UW police presence in dorms/around campus. This led to a 50% jump in citations issued in the fall.

12/18 – 4pm: Ashley Furniture stores adding 70 new jobs in Madison.

12/20 – 5pm: Tomorrow is expected to be one of the busiest shopping days of the year, as people buy last minute gifts for Christmas.

12/23 – 4pm: Natural gas prices are down thanks to a very mild December. Easier on people's pocketbooks.

12/23 – 5pm: The Dow Jones Industrial Average broke through 18,000 this morning, for the first time ever.

12/28 – AM: A look at gas prices falling near the 2 dollar level, and whether people should expect it as the new normal.

12/28 – 10pm: With no snow on the ground, it's not good news for businesses that depend on it, including Tyrol Basin and other ski resorts.

Today and Weekend Today (Segments vary but are usually 5-7 minutes in length)

Each week this program features "Your Money" segments with experts discussing various subjects regarding personal finance.

First Business (Segments vary but are usually 5-7 minutes in length)

10/6 – Expert says the key to saving this holiday season is to start shopping in October.

10/13 – Expert discusses how to talk to your financial advisor.

10/20 – Expert reports on what a recent downward trend in oil prices means for consumers.

11/10 – A look at the October unemployment report and which sectors of the economy are adding jobs.

11/26 – Why investing doesn't always come down to what's happening now, but rather our ethnic roots.

12/11 – The government is taking steps to get a whole new younger generation interested in the idea of being homeowners.

12/12 – CPA explains the top tips to know when preparing for tax season.

V. CONSUMER INFORMATION

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

10/1 – 4pm: Look at new ways to save even more money while shopping at thrift stores.

10/3 – AM: New York based JP Morgan Chase disclosed yesterday that over 80 million accounts were compromised after a recent data breach.

10/6 – 5pm: Federal investigators are looking into possible power steering problems in some Ford models.

10/9 – 5pm: Student debt is one of the reasons many recent college graduates are putting off marriage, buying a home and starting a family

10/10 – 4pm: Nissan is recalling more than 238k Altima midsize cars.

10/20 – 11am: More and more landlords are now charging renters a pet security deposit and monthly pet rent.

10/28 – AM: Ten brands of baby wipes are being recalled nationwide because they may be contaminated with bacteria.

10/29 – 5pm: A majority of Americans say the recent stream of data breaches at Target and other stores won't keep them away this holiday.

11/4 – 4pm: Ford issuing five recalls involving 200,000 vehicles in North America. They include Ford F-150's, Crown Victoria, Mercury Grand Marquis and Lincoln Town Cars. It's to fix gas leaks, air bag sensors and other issues.

11/6 – 5pm: Packers offer standing-room-only tickets for two upcoming home games.

11/11 – 5pm: McAfee announces its annual "12 scams of the holidays" list to help you avoid an online threat as you shop this holiday season

11/24 – 5pm: Holiday spending is down. Projections show 87% of consumers plan to spend the same or less than they did last year. The survey was done by Consumer Federation of America.

11/28 – 10pm: How things went locally for one of the biggest shopping days of the year, Black Friday

12/1 – 4pm: Girl Scout app. The National Girl Scout Organization has approved an online way for Girl Scouts to sell and ship cookies. Each scout can set up her own cookie website.

12/5 – 10pm: Honda is expanding its recall nationwide for vehicles outfitted with airbags made by Takata.

12/8 – 4pm: Holiday tipping. Experts release how much people who tip nannies, caregivers, housekeepers, etc. should give. For caregivers a week's pay is recommended, for others it's the cost of one session.

12/15 – 11am: Money expert Stacy Johnson showed us why it's a good idea to give stocks as stocking stuffers for kids.

12/18 – 6pm: Ford is expanding its recall on air bag inflators from Takata.

12/24 – 5pm: Credit card companies are clamping down on fraud by denying transactions to people that seem inconsistent with their spending habits.

12/26 – 6pm: Before heading to the mall, what consumers need to know before returning items from Christmas.

12/29 – AM: Big changes are coming to credit cards in the new year. One of the biggest changes is EMV technology which will put new credit cards in the hands of most consumers by the end of 2015.

12/30 – 4pm: The week between Christmas and New Year's Day is expected to be the busiest for new car sales. Consumer advocates are urging caution so people don't get swept up in the sales hype and get a bad deal. They say, "Read the fine print."

12/31 – 6pm: Rent prices are increasing throughout the country.

First Business (Segments vary but are usually 5-7 minutes in length)

10/8 – Expert explains how passion for a hobby can translate into new opportunities for a career.

10/24 – Expert from Travelzoo discusses this winter – where the travel prices are already on the rise.

11/21 – Expert from Kelley Blue Book reports from the LA Auto Show for a look at the hottest new cars.

12/1 – Expert talks about where to find the best Cyber Monday deals online.

VI. ENVIRONMENT

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

10/8 – 11am: Two deer have recently tested positive for CWD in Wisconsin

10/14 – 5pm: Severe storms and several tornadoes tore through the Deep South today.

10/21 – AM Hunters are killing more wolves than are allowed in certain zones, so the state is closing those zones to keep a balance.

10/29 – 6pm: The federal government is providing aid to farmer and ranchers to help conserve and increase the honey bee population

11/3 – AM: Winter weather has come early for parts of the country. The northeast region is getting hit with heavy snowfall.

11/6 – 6pm: Scientists are making sure further space travel is possible after growing plants on the International Space Station.

11/12 – 5pm: Torrential rains are causing major flooding problems for many counties throughout Europe.

11/16 – 10pm: World leaders finished up the G20 Summit in Australia today, and one of the issues was dealing with climate change and the Keystone Pipeline.

11/19 – AM: a two year review of Wisconsin's deer management program is leading to some changes this season. The review offers more than 60 recommendations for the 2014 season.

12/4 – 5pm: The Henry Vilas Zoo has reason to be happy today. This morning the zoo announced they raised more than 11,000 dollars on "Giving Tuesday."

12/8 – 4pm: Wolf hunt. Wisconsin exceeded the wolf kill limit for the 3rd straight year. Meanwhile, protesters with the "Wolf and Wildlife Action Group" marched to Governor Walker's office accusing the state of committing crimes against nature for the wolf hunt. They're strongly opposed to the use of dogs in the hunt as well.

12/9 – 10pm: Talking about the bat population and how to get rid of bats inside a home.

12/12 – AM: the Wolf River in northeastern Wisconsin has residents in Keshena relying on sump pumps. Crews are working with the Menominee Indian tribe to help break up an ice jam that's causing the river to rise.

12/21 – 5pm: Today is the first day of astronomical winter.

Powerhouse Home Energy

Saturdays 5-5:30pm – Informative 30-minute weekly programs produced by Alliant Energy shows homeowners how to make their homes more energy efficient, thereby saving viewers money.

VII. POLITICS / GOVERNMENT

NBC News Special Reports

10/8 – 10:34-10:38am – death of Ebola patient in Texas

10/24 – 1:52-1:54pm, 3:15-3:17pm – School shooting in Seattle suburb.

10/28 – 2:02-2:15pm – Presidential statement on Ebola health crisis.

11/5 – 1:04-1:36pm – Senate press conference after yesterday's election.

11/5 – 1:56-3:13pm – Presidential news conference

11/25 – 11:28-12:05pm – The family of Michael Brown (unarmed teenager shot by police) speak to press.

12/15 – 9:30-9:35am – Hostage situation in Sydney, Australia.

WMTV News Special Report

12/10 – 5:15-5:26pm – UW Football coach Gary Anderson announces his resignation.

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

10/7 – 5pm: First Lady Michelle Obama was in Madison today to endorse Mary Burke.

10/9 – 6pm: update on spending on TV ads: in the race for Wisconsin governor is nearly equal between Governor Scott Walker and democrat Mary Burke.

10/11 – AM: Gov. Scott Walker and Mary Burke meet for the 1st of two debates.

10/22 – 4pm: early voting starts today around Wisconsin: information on how and when to vote early.

10/23 – 10pm: Details about the statewide referendum that will be on the ballot in November

10/27 – 6pm: Both candidates for governor release how much they spent campaigning before elections.

11/4 – 5pm: Today is Election Day. We covered several state races, including the races for governor and attorney general.

11/5 – 6pm: Gov. Walker returned to the Capitol today after winning re-election last night.

11/7 – 10pm: Gov. Walker is touring technical colleges across the state to promote his agenda to increase funding for those schools.

11/18 – 10pm: Rep. Ryan's new appointment in Congress could be a platform to run in the 2016 Presidential Election.

11/21 – 6pm: Wisconsin is facing over a \$2 Billion shortfall by middle of 2017.

12/3 – 10pm: Gov. Walker is trying to encourage legislature not to bring "right to work" to the agenda next session because it is a distraction from other priorities.

12/8 – 6pm: 160 Wisconsin National Guard soldiers returned from Afghanistan today.

12/10 – AM: there's more fallout this morning from the release of a senate report detailing extreme techniques used on terror suspects after 9-11. Many are appalled... But former CIA leaders insist it's not torture.

12/11 – 11am: Congress has less than 24 hours to avoid a government shutdown. However, the deal on the table isn't sitting well with some lawmakers.

12/16 – 5pm: Former Florida Governor Jeb Bush announced today that he will "actively explore" a presidential run in 2016.

12/17 – 5pm: A major change in relations between the U.S. and Cuba today -- starting with the release of American Alan Gross from a Cuban prison.

12/19 – AM: – The Pakistani military says it has killed 32 militants in an ambush. The militants were moving toward the border with Afghanistan when they were targeted by Pakistani forces.

12/24 – 6pm: A state lawmaker wants judges in the state to be forced to retire at 75 years of age.

12/26 – 5pm: Look back at 2014... It was a year full of major political headlines, partisan bickering, and some voting on legislation including Obamacare, the VA controversy, and Republicans winning control of the Senate. This year expect a battle over immigration reform and the Keystone Pipeline.

12/30 – 10pm: Over 92,000 people have signed up for health care on the federal website.

12/31 – 5pm: Terror attack update in the Boston marathon bombing. Tsarnaev's request for a trial delay/move was denied. Jury selection begins Monday.

12/31 – 10pm: - Why Congress is swearing in 3 days after a Constitutional amendment says Inauguration is on Jan 3rd.

First Business (Segments vary but are usually 5-7 minutes in length)

10/22 – Expert reports from North Carolina, where social media has political candidates changing how they reach out to voters.

11/19 – Expert explains the legislative hurdles that the ride-sharing business is facing in Illinois, and how it could have a ripple effect.

COMMUNITY PARTICIPATION

Ellen Buss – Program/Traffic Manager

Saturday morning volunteer at Hymn Sing for Oakwood Village nursing home's memory care unit

Meredith Barack – News Reporter

12/12 - Whitewater Middle School "Lunch and Learn" speaker

Amy Carlson – News/Weather Anchor / Reporter

10/4 – Emcee for Friends Of The Performing Arts event

11/1 – Emcee for Friends of The Performing Arts event

11/15 – Emcee for WI Singers performance

11/22 – Women's Expo

12/28 – Station tour and view on-air weathercast – auction item to benefit 2nd Harvest Food Bank

Kristin Mazur – News Reporter

11/23 – Women's Expo

Leigh Mills – News Anchor / Reporter

10/2 – Dress For DAIS fashion show emcee

10/5 – NAMI Walk emcee

10/10 – Life The Mask emcee

10/13 – Celebrity judge for Culinary Battle

10/17 – Madison Ballet board meeting

10/18 – MADSS Down Syndrome walk emcee

10/27 – DAIS Board of Trustees meeting

Becki Noel – General Sales Manager

11/11 – Volunteer at 2nd Harvest Food Bank

Sara Noonan – Promotion Manager

Geoff Shields – Operations Manager

10/4 – Legion Shooting Sports program board meeting

10/11 – Veteran's Outreach at VA Madison

10/19 – American Legion Post meeting

10/21 – Mr. Horeb Village Advisory Committee meeting

10/25 – WI American Legion 3rd District fall conference

10/26 – Mr. Horeb Community Center volunteer

11/1 – Served in Honor Guard for local veteran's funeral

11/11 – Hosted 3 Veteran's Day Ceremonies

11/13 – American Legion Executive Board Meeting

11/20 – Mt. Horeb Chamber of Commerce event

11/27 – Volunteered at Mt. Horeb's area food pantry for Thanksgiving dinner preparation

11/29 – Volunteered at Veteran's Outreach DVA Breakfast

John Stofflet – News Anchor / Reporter

10/5 – Emcee WAGS fall fundraiser

10/7 – Judge Jr. Athena Awards

10/11 – Badger Childhood Cancer Network board meeting

10/14 – Spoke to Oscar Mayer READS volunteers

10/16 – WAGS demo at Department of Revenue
 10/25 – Spoke to Golden Years Retirement Village
 11/3 – Hare Your Holidays Kick-off Lunch emcee
 11/12 – Volunteer at 2nd Harvest Food Bank
 11/15 – Badger Childhood Cancer Network board meeting
 11/17 – Badger Childhood Cancer Network speech in Janesville
 11/19 – High School Senior job shadow
 11/25 – Share Your Holidays potluck and truck load
 12/13 - Badger Childhood Cancer Network board meeting
 12/15 – WAGS board meeting

**Public Service Report for NBC15 (WMTV)
 4th Quarter 2014**

Name the top three public service campaigns/activities your station participated in during the last quarter. What organizations were the beneficiaries of these initiatives?

1. **NBC15 Share Your Holidays to eliminate hunger, Second Harvest Foodbank of Southern Wisconsin**
2. **2014 NAMIWalks Dane County, National Alliance of Mental Illness of Dane County**
3. **Gilda's Run 2014, Gilda's Club Madison**

How much airtime was donated in support of these efforts (e.g., news coverage, PSAs, live broadcasts, other on-air support, etc.)? List the dollar value, where calculable.

1. **NBC15 Share Your Holidays to eliminate hunger, 658-:30 length PSAs ran, approximately a \$28,835 value. Plus, several news stories, mentions on newscasts and coverage of events. Live coverage in all the newscasts from the grand finale on Thursday, December 11. Web ad on nbc15.com from November 3-December 11. Snipe aired throughout the day on NBC15.**
2. **2014 NAMIWalks Dane County, 165-:30 length PSAs ran, approximately a \$4,900 value. Plus, coverage of the event, interview segment and web link on nbc15.com.**
3. **Gilda's Run 2013, 123-:30 length PSAs ran, approximately a \$4,440 value. Coverage of the event, interview segment and web link on nbc15.com.**

How much money did your station help raise for local charities and causes during the past quarter? What organizations were the beneficiaries?

***\$271,535 UW Carbone Cancer Center, NAMI (National Alliance of Mental Illness) of Dane County, Gilda's Club Madison and Second Harvest Foodbank of Southern Wisconsin**

In addition to monetary donations, what quantifiable results can you point to due to the last quarter's campaigns (e.g., pounds of food collected, volunteers recruited, etc.)?

***2.775 million meals for Second Harvest Foodbank of Southern Wisconsin (Feeding America)**

What off-air events supported local causes (e.g. event emcees, coordination of collection drives, visits to schools, etc.)?

- *Speaker, Whitewater Middle School**
- *Emcee, Friends of the Performing Arts Center**
- *Writer, BRAVA Magazine**
- *Emcee, Wisconsin Singers Performance**
- *Station tour and broadcast viewing for six people, Second Harvest Foodbank**
- *Emcee, Dress for DAIS Fashion Show**
- *Emcee, Lift The Mask**

- *Celebrity Judge, Culinary Battle
- *Attend, Madison Ballet Board Meeting
- *Emcee, Madison Area Down Syndrome Walk
- *Emcee, Aruna 5K
- *Attend, DAIS Board of Trustees meeting
- *Volunteer, Second Harvest Foodbank
- *Attend, Legion Shooting Sports Program Board Meeting
- *Attend, American Legion Post Meeting Mount Horeb – shooting sports parent meeting
- *Veteran’s Outreach @ VA Madison
- *Attend, Mount Horeb Village Advisory Committee Meeting
- *Wisconsin American Legion 3rd District Fall Conference
- *Mount Horeb Community Center Volunteer
- *Served in Honor Guard, funeral honors for burial of local veteran
- *Hosted three Veterans Day Ceremonies in Mount Horeb Area
- *Attend, American Legion Executive Board Meeting
- *Mount Horeb Chamber of Commerce – event/networking social
- *Volunteer, Mount Horeb Area Food Pantry & Thanksgiving meal prep
- *Volunteer, Veteran’s Outreach Day VA Breakfast
- *Emcee, WAGS Fall Fundraiser
- *Judge, Jr. Athena Awards
- *Attend, Badger Childhood Cancer Network Board Meeting
- *Speaker, Oscar Mayer READI Volunteers
- *WAGS Demo at Dept. of Revenue
- *Speaker, Golden Years Retirement Village
- *Attend, Agrace HospiceCare Benefit
- *Speaker, Badger Childhood Cancer Network in Janesville
- *Job Shadow, high school senior journalism major
- *Attend, Badger Childhood Cancer Network Board Meeting
- *Blood Donor, American Red Cross

Has your station provided election-related programming and activities designed to register voters or inform voters about candidate and issues (e.g. debates, candidate interviews, voter registration drives, etc.)?

- *Coverage on Election Day (Tuesday, November 4)
- *Meet the Candidates...local Gubernatorial Candidates had the opportunity to come on our newscasts.
- *Coverage of the races and issues facing voters

How did your station provide coverage in a time of crisis or assist with disaster relief efforts?

- *Not this quarter

How many employees contributed to the community during the past quarter? Estimate the number of volunteer hours donated?

- *About 20 employees, about 220 volunteer hours donated

**NBC15 Sponsored Community Events
4th Quarter 2014**

OCTOBER

Pink Partini: A Bright Celebration for a Cure!

Friday, October 3

Tanger Outlet Mall in the Wisconsin Dells

Charlie Shortino helped out with this event

Create a PSA (sales)

\$25,000 raised for the UW Carbone Cancer Center

2014 NAMI Walks Dane County

Sunday, October 5

Olin-Turville Park in Madison

Leigh Mills helped out with this event

Create a PSA

\$181,535.12 raised for NAMI (National Alliance of Mental Illness) of Dane County

Gilda's Run 2014

Sunday, October 5

Ruth's Chris Steakhouse in Middleton

Kristin Mazur helped out with this event

Create a PSA

\$65,000 raised for Gilda's Club Madison

NOVEMBER/DECEMBER

NBC15 Share Your Holidays to eliminate hunger

Monday, October 27 - Thursday, December 11

Various Events

John Stofflet, Leigh Mills, Christine Bellport, Ashley Matthews, Charlie Shortino and whole station

Create PSAs

2.775 million meals raised the Second Harvest Foodbank of Southern Wisconsin

BRAVA Madison Women's Expo

Saturday, November 22 & Sunday, November 23

Exhibition Hall at Alliant Energy Center

Booth at Event

Christy Dimond, Leigh Mills, Kate Pabich, Christine Bellport, Ashley Matthews, Lindsey Branwall, Amy

Carlson, Kristin Mazur & Sara Noonan helped out at this event